

METHOD AND APPARATUS FOR DELIVERY OF TARGETED ADVERTISING AND  
CONTENT BASED ON USER INTERACTION WITH ONLINE QUERIES  
ON A WIDE AREA NETWORK

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ABSTRACT OF THE DISCLOSURE

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A method and apparatus for creating, archiving, searching, and delivering targeted content within a specified Web page are provided. The critical need for businesses to deliver and for computer users to receive targeted advertisements based on a user's previous online interaction is satisfied. As computer users "surf" the Web, their interactions with various queries and polls appearing on specified Web pages give information about their preferences and dislikes. In a preferred embodiment of the invention, various interactive queries or polls are used to encourage user participation in these surveys. The advertising and poll delivery system keeps track of each user's participation in the surveys, and based on the answers a user provides, the system builds a psychographic profile for that particular user. Utilizing a graphical user interface, marketers, advertising agencies, and other entities then use this data to create a marketing campaign that will appeal to specific segments of the online demographic population. The advertising and poll delivery system thus allows marketers to integrate the results of interactive polls into directed advertising and to select when and where such advertising should be delivered.

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